



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

SEPTEMBER 14, 2011

PTAS

JASON TUCKER
FRASERSIDE IP
837 CENTRAL AVENUE
NORTHWOOD, IA 50459



UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 08/25/2011

REEL/FRAME: 004622/0327
NUMBER OF PAGES: 4

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:
ONE CRAFT LIMITED

DOC DATE: 02/07/2011
CITIZENSHIP: NOT PROVIDED
ENTITY: LIMITED PARTNERSHIP

ASSIGNEE:
FRASERSIDE IP LLC
837 CENTRAL AVENUE
NORTHWOOD, IOWA 50459

CITIZENSHIP: IOWA
ENTITY: CORPORATION

SERIAL NUMBER: 85084291
REGISTRATION NUMBER:

FILING DATE: 07/14/2010
ISSUE DATE:

MARK: PRIVATE MEDIA GROUP, INC.
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

SERIAL NUMBER: 78975722
REGISTRATION NUMBER:

FILING DATE: 12/31/2002
ISSUE DATE:

MARK: EMAG
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

SERIAL NUMBER: 78958877
REGISTRATION NUMBER: 3540412

FILING DATE: 08/23/2006
ISSUE DATE: 12/02/2008

MARK: PRIVATE TO OWN
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

SERIAL NUMBER: 78725894
REGISTRATION NUMBER: 3501850

FILING DATE: 10/04/2005
ISSUE DATE: 09/16/2008

MARK: P
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

SERIAL NUMBER: 78529711
REGISTRATION NUMBER: 3389749

FILING DATE: 12/09/2004
ISSUE DATE: 02/26/2008

MARK:
DRAWING TYPE: MISCELLANEOUS DESIGN

SERIAL NUMBER: 78534384
REGISTRATION NUMBER: 3216363

FILING DATE: 12/17/2004
ISSUE DATE: 03/06/2007

MARK: PRIVATE FANTASY
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

SERIAL NUMBER: 78467295
REGISTRATION NUMBER: 3198038

FILING DATE: 08/13/2004
ISSUE DATE: 01/16/2007

MARK: PRIVATE BLUE
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

SERIAL NUMBER: 78461398
REGISTRATION NUMBER: 3219371

FILING DATE: 08/03/2004
ISSUE DATE: 03/20/2007

MARK: PRIVATE GIRLS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

SERIAL NUMBER: 78461387
REGISTRATION NUMBER: 3188677

FILING DATE: 08/03/2004
ISSUE DATE: 12/26/2006

MARK: PRIVATE GOLD
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

SERIAL NUMBER: 78290612
REGISTRATION NUMBER: 3121422

FILING DATE: 08/21/2003
ISSUE DATE: 07/25/2006

MARK: PRIVATE
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

SERIAL NUMBER: 75812217
REGISTRATION NUMBER: 2875138

FILING DATE: 09/30/1999
ISSUE DATE: 08/17/2004

MARK: THE PRIVATE LIFE OF
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

SERIAL NUMBER: 75927272
REGISTRATION NUMBER: 3137445

FILING DATE: 02/24/2000
ISSUE DATE: 09/05/2006

MARK: PIRATE
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

SERIAL NUMBER: 75486289
REGISTRATION NUMBER: 2443667

FILING DATE: 05/15/1998
ISSUE DATE: 04/17/2001

MARK: PRIVATE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

SERIAL NUMBER: 74418220
REGISTRATION NUMBER: 2201568

FILING DATE: 07/26/1993
ISSUE DATE: 11/03/1998

MARK: PRIVATE INTERNATIONAL
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

004622/0327 PAGE 4

SERIAL NUMBER: 72462280
REGISTRATION NUMBER: 1014957

FILING DATE: 06/18/1973
ISSUE DATE: 07/01/1975

MARK: PRIVATE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

STEVEN POST, EXAMINER
ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

Form PTO-1594 (Rev. 03-11)
OMB Collection 0651-0027 (exp.

09/13/2011
08/25/11 1217

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

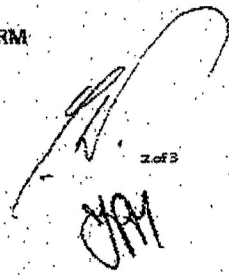
<p>8/25/11</p> <p>To the Director of the U. S. Pa.</p> <p>103631486</p>		<p>TEET Y</p> <p>hed documents or the new address(es) below.</p>	
<p>1. Name of conveying party(ies):</p> <p>ONE CRAFT LIMITED</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input checked="" type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation- State: _____ <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) _____</p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>		<p>2. Name and address of receiving party(ies)</p> <p>Additional names, addresses, or citizenship attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Name: FRASERSIDE IP LLC Internal Address: _____ Street Address: 837 CENTRAL AVENUE City: NORTHWOOD State: IOWA Country: USA Zip: 50459</p> <p><input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input checked="" type="checkbox"/> Corporation Citizenship: US / IOWA <input type="checkbox"/> Other Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p>	
<p>3. Nature of conveyance / Execution Date(s):</p> <p>Execution Date(s): 02/07/2011</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p>			
<p>4. Application number(s) or registration number(s) and identification or description of the Trademark.</p> <p>A. Trademark Application No.(s): _____</p> <p>B. Trademark Registration No.(s): _____</p> <p>Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>			
<p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):</p>			
<p>5. Name & address of party to whom correspondence concerning document should be mailed:</p> <p>Name: JASON TUCKER Internal Address: FRASERSIDE IP Street Address: 837 CENTRAL AVENUE City: NORTHWOOD State: IOWA Zip: 50459 Phone Number: 1-562-343-1481 Fax Number: _____ Email Address: JTUCKER@PRIVATE.COM</p>		<p>6. Total number of applications and registrations involved: 15</p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$390.00</p> <p><input type="checkbox"/> Authorized to be charged to deposit account. <input checked="" type="checkbox"/> Enclosed</p>	
<p>9. Signature: <i>Jason Tucker</i> Signature JASON TUCKER Name of Person Signing</p>		<p>5. Payment Information:</p> <p>Deposit Account Number: _____ Authorized User Name: _____ Date: 02/11/2011</p> <p>Total number of pages including cover sheet, attachments, and document: 4</p>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1480, Alexandria, VA 22313-1480

WORKS

1. Word Mark PRIVATE MEDIA GROUP, INC.
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85084291
2. Word Mark EMAG
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 78975722
3. Word Mark PRIVATE TO OWN
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78958877
Registration Number 3540412
4. Word Mark P
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Serial Number 78725894
Registration Number 3501850
5. Word Mark PRIVATE FANTASY
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78534384
Registration Number 3216363
6. Trademark Search Facility Classification Code HUM Accurate representation of a human form, or any portion of a human form
Mark Drawing Code (2) DESIGN ONLY
Serial Number 78529711
Registration Number 3389749
7. Word Mark PRIVATE BLUE
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 78467295
Registration Number 3198038
8. Word Mark PRIVATE GIRLS
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78451398
Registration Number 3219371
9. Word Mark PRIVATE GOLD
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 78461387
Registration Number 3188677

Transfer of Trademarks



Handwritten signature and initials, possibly "J. J. J.", with "2 of 3" written below it.

10. Word Mark PRIVATE

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 78290612

Registration Number 3121422

11. Word Mark THE PRIVATE LIFE OF

Serial Number 75812217

Registration Number 2875138

12. Word Mark PIRATE

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 75927272

Registration Number 3137445

13. Word Mark PRIVATE

Mark Drawing Code (1) TYPED DRAWING

Serial Number 75486289

Registration Number 2443667

14. Word Mark PRIVATE INTERNATIONAL

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 74418220

Registration Number 2201568

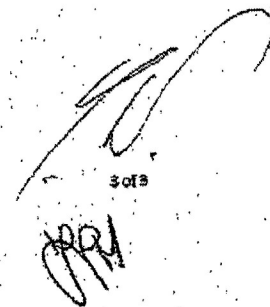
15. Word Mark PRIVATE

Mark Drawing Code (1) TYPED DRAWING

Serial Number 72462280

Registration Number 1014957

Transfer of Trademark



5 of 3